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# **Intellectual Property Law Group**

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To:

U.S. Patent and Trademark Office - From:

MAIL STOP: AMENDMENT

Examiner: D. CHAMPAGNE Group Art Unit: 3622

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Pages with 12

Cover.

#### **FORMAL SUBMISSION OF:**

**Amendment and Response** 1) Under 37 C.F.R. § 1.111.

Title:

TARGETED BANNER ADVERTISEMENTS

Serial No.

09/282,764 March 31, 1999

Filing Date: First Named Inventor:

**Jay PONTE** 

Atty. No.

99-808 RCE 3

## CERTIFICATE OF FACSIMILE TRANSMISSION

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Docket No.: 99-808 RCE3

(PATENT)

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Jay Ponte et al.

Application No.: 09/282,764

Art Unit: 3622

Filed: March 31, 1999

Examiner: D. Champagne

For: TARGETED BANNER ADVERTISEMENTS

# AMENDMENT AND RESPONSE UNDER 37 C.F.R. § 1.111

MS Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

### INTRODUCTORY COMMENTS

In response to the Office Action dated January 7, 2005, please amend the aboveidentified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.